



# Iowa's Comprehensive Nutrition and Physical Activity Plan

Executive Summary, March 2006





*Our vision is that  
Iowans will enjoy balanced nutrition,  
lead physically active lives and  
live in healthy communities.*

### Nutrition Recommendations:

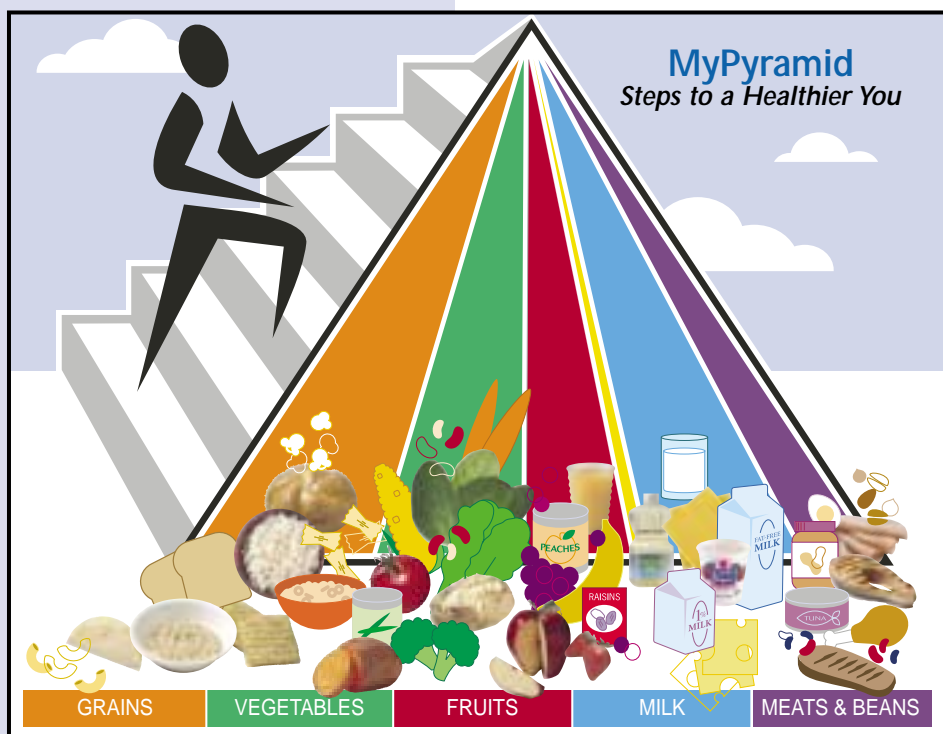
Recommendations contained within the Dietary Guidelines<sup>1</sup> and MyPyramid<sup>2</sup> will aid the general public over two years of age in reducing the risk for obesity and chronic disease.

The Dietary Guidelines describe a healthy diet as one that

- Emphasizes fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products;
- Includes lean meats, poultry, fish, beans, eggs, and nuts; and
- Is low in saturated fats, trans fats, cholesterol, salt (sodium), and added sugars.

### Physical Activity Recommendations:

The Centers for Disease Control and Prevention<sup>3</sup> and the American College of Sports Medicine<sup>4</sup> recommend that adults should engage in moderate-intensity physical activity for at least 30 minutes on five or more days of the week. The 30 minutes of activity can be accumulated in short bouts of activity throughout the day.



The National Association for Sport and Physical Education<sup>5</sup> states that children should accumulate at least 60 minutes, and up to several hours of age-appropriate physical activity on all, or most days of the week. This daily accumulation should include moderate and vigorous physical activity and should be accumulated in short bouts of activity throughout the day. Extended periods (two hours or more) of inactivity are discouraged for children, especially during day-time hours.

<sup>1</sup>[www.healthierus.gov/dietaryguidelines/](http://www.healthierus.gov/dietaryguidelines/)

<sup>2</sup>[www.mypyramid.gov/](http://www.mypyramid.gov/)

<sup>3</sup> [www.cdc.gov](http://www.cdc.gov)

<sup>4</sup> [www.acsm.org](http://www.acsm.org)

<sup>5</sup> [www.aahperd.org/naspe](http://www.aahperd.org/naspe)



*Iowans Fit for Life partnership consensus: It is essential to provide accurate, clear and consistent nutrition and physical activity messages to all Iowans.*

# Nutrition and Physical Activity Priorities

## Educational Settings

- Offer mini-grants to increase the number of schools improving the physical activity and nutrition environment
- Identify, support, and promote safe routes to school
- Increase access to fruits and vegetables in schools and communities by enhancing/expanding the USDA/Department of Education Fresh Fruit and Vegetable Program model



## Older Iowans

- Use existing services of state and local providers to increase nutrition and physical activity opportunities for older Iowans, including those with food insecurity



- Provide nutrition and physical activity programs and education to older Iowans through multiple media venues

## Health Care

- Increase health-care provider visits at which patients with diagnosed cardiovascular disease, diabetes, hyperlipidemia, or other obesity-related conditions are counseled or educated about nutrition and physical activity
- Provide continuing education to health care providers about physical activity, nutrition, and healthy weight that supports their role in helping patients establish/ maintain healthy lifestyle behaviors
- Support reimbursement for dietary counseling as a preventive service for all Iowans





## Community

- Provide mini-grants to community coalitions for improving residents' access to fruits, vegetables and physical activity opportunities
- Increase the number of nutrition and physical activity opportunities offered by faith-based and other organizations
- Advocate for public policy that assures an environment that invites an active and healthy lifestyle



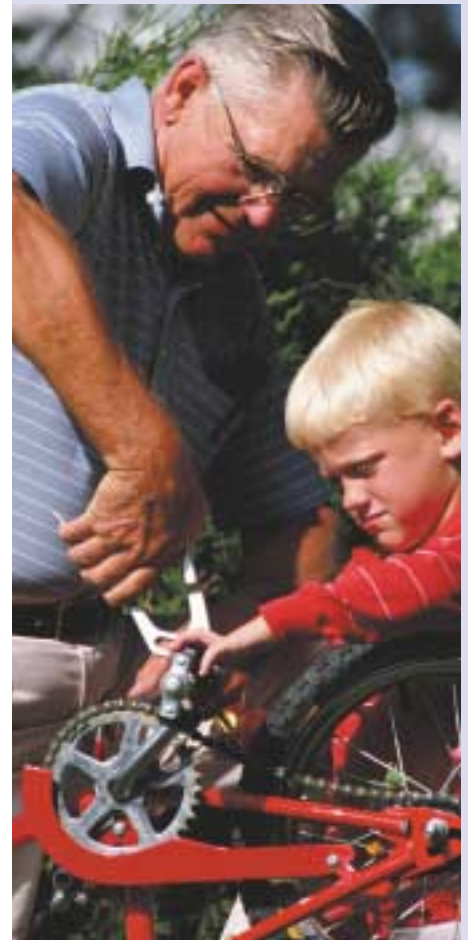
## Early Childhood

- Empower families to overcome barriers to selecting healthier foods and physical activity in the home, work place, and community
- Help child-care providers establish a healthy nutrition and physical activity environment
- Promote family-friendly work force policy that supports breastfeeding



## Business and Agriculture

- Engage work sites in promoting nutrition and physical activity opportunities
- Establish a rural community convenience store initiative to market fruits and vegetables
- Pursue developing local food systems that produce foods that meet the dietary guidelines, support agricultural practices producing a healthy environment for Iowans to live, and support Iowa farmers



*The goal of Iowans Fit for Life is to prevent and reduce the level of obesity in Iowans through:*

- *improved nutrition, physical activity and supportive environments*
- *integration, coordination, and collaboration among organizations*
- *sharing expertise and maximizing resources of existing programs and partnerships*



*The purpose of Iowans  
Fit for Life is to  
improve quality of life  
and reduce obesity-  
related diseases and  
medical expenditures.*

## Intervention

An Iowans Fit for Life intervention was initiated with six schools and communities in the fall of 2005. The purpose is to implement and evaluate a nutrition and physical activity program using all levels of the socio-ecological model (individual, interpersonal, organization, community, public policy). The long-range goal of the project is to develop model communities that can be replicated across Iowa.

**Intervention Goal 1:** Move children toward eating more fruits and vegetables daily to meet recommendations of the 2005 Dietary Guidelines for Americans.

**Intervention Goal 2:** Move children toward being physically active 60 minutes per day.

## Indicators

- Childhood obesity has been declared “the most pressing health concern in the country.”<sup>5</sup>
- Youth say that being teased and left out are the worst aspects of being overweight.<sup>6</sup>
- The prevalence of obesity among Iowa adults increased 84% from 1991 to 2004.<sup>7</sup>
- Obesity-related health problems cost Iowans \$783 million annually. Medicaid & Medicare cover about half of these costs.<sup>8</sup>

<sup>5</sup> American Heart Association, American Stroke Association, Robert Wood Johnson Foundation, 2005.

<sup>6</sup> Schwartz, M.B. & Puhl, R. (2003)

<sup>7</sup> BRFSS: Behavioral Risk Factor Surveillance System

<sup>8</sup> Finkelstein, Fiebelkorn, & Wang, 2004

*Our mission is to develop and  
strengthen partnerships that  
prevent and reduce obesity in Iowa.*

# Iowans Fit for Life Steering Committee

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*Promoting and protecting the health of Iowans*

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